Annex C – Site business case development and sales strategy Executive approval to prepare and submit a planning application (including budget), using the objectives set out in the Design Manual

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Housing Delivery Team undertakes public engagement and prepares and submits planning application for approval

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Obtain independent RICS valuation for each plot for market sale or shared ownership

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Create business case for Executive/Full Council consideration based on RICS valuations and cost advice, seek budget to develop the site

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Obtain an updated RICS valuation prior to the marketing of the homes for market sale or shared ownership

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Shared Ownership

RICS valuation obtained and used to set shared ownership price – valuation obtained at least every 6 months



Homes marketed at this value with people having the opportunity to buy between a 25% and 75% stake in the home

Market Sale

RICS valuation compared to market sale data and shared with sales agent. Market sale price agreed by Housing Delivery Team (price to be no lower than RICS valuation)

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Annex C

Homes marketed from around 6 months prior to completion. Asking price only offers accepted

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If a home hasn't sold within 6 weeks of estimated completion, delegated authority to Housing Delivery team to offer up to £2000 of sales incentives such as carpets, laminate flooring, and appliances

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If a home hasn't sold on completion, delegated authority to Assistant Director for Housing and Community Safety, in consultation with the Executive Member for Housing and Community Safety and S151 officer, to reduce the asking price, accept offers below RICS valuation or offer additional sales incentives.